South Plains College Writing for Radio, TV & Film
Spring 2026 COMM 2339.001 T/TH 1 p.m. to 215 p.m.

Campuses: Levelland   **Format**: Face-to-Face
Instructor: Margaret S. Kirby   **Office**: CM 154   **Phone**: 716-2451
e-mail: mkirby@southplainscollege.edu The fastest way to reach me, other than coming to my office during office hours, is to e-mail me. I check e-mails more often than voice mails. Please contact me using the e-mail address listed above.

Office Hours: Face to face hours are held in my Levelland office, CM 154. Virtual meetings can be scheduled on Collaborate by appointment.
- Tuesdays 830 - 9 a.m.; 11 – 12 p.m.; 3 – 4 p.m.
- Thursdays 830 – 9 a.m.; 11 – 12 p.m.; 3 – 4 p.m.
- Fridays 9 a.m. – 12 p.m.

Prerequisites: None   **Credit**: 3 semester hours
Course Description: Introduction to basic script formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentary, and fictional materials.

Recommended Supplies: folder or notebook where you can save notes, handouts, and graded assignments.

Technical Requirements: It is in your best interest to have reliable access to Internet service and a computer so that you can send and receive e-mail, access lectures and assignments, participate in Collaborate sessions, and type long scripts. **Your final project in this class is to write a screenplay using free software that is available for a PC or a Mac. Because of that assignment, which is worth a lot of your final grade, you must have access to a remote computer without relying only on a smart phone!!**
Please visit with me about computer issues! I can't help you if I don't know what your issues are.

Technical Skill Requirements. Be comfortable with the following:
- Microsoft Word
- Save Word compatible files (.doc or .docx). **I CANNOT open a .pages file which is a default document from a MAC. You must export your file and save it as a .pdf or a .rtf if you have a MAC!!!**
- Use email for communication and attach documents
- Download video files and stream files
- The ability to take digital photographs and upload them as .jpg files into Blackboard in case you need to take a photo of an assignment in order to submit a copy of it by a deadline

Script Topics: Commercials, Public Service Announcements, Documentaries, Film Short Screenplay

Course Evaluation: Students' grades in this class will be determined by the following:

Classwork Assignments/homework	291 points
PSA treatment/storyboard/script	100 points
Short Screenplay 5 - 40 pages – written to be entered in contest	505 points
Participation	100 points

897 - 996 points = A
797 - 896 points = B
698 - 796 points = C
598 - 697 points= D
and below 598 = F

Sometimes the final number of points available for the course will not reach the 996 mark. If that is the case, the scale will be recalibrated and you will be notified. Blackboard will automatically recalculate your grade.

No points are weighted. They all count the same.

You will be able to track your "running grade" in Blackboard throughout the semester. It will be displayed in percentages rather than points.
        90 – 100% = A
        80 - 89%   = B
        70 – 79%   = C
        60 - 69% = D
        Below 60% = F

Participation: In addition to classwork, homework and overall assignments, you will receive a participation grade that is worth 100 points to your final grade. The grade is earned using the chart below.

Participation

Missed (Classes for semester)	Class Contributions	Grade Range
0-2	Frequent contributions; well considered comments	90-100
0-2	Infrequent contributions or ill-considered comments	80-90
0-2	Rare or no comments	70-80
2-3	Frequent contributions; well considered comments	70-80
2-3	Infrequent contributions or ill-considered comments	60-70
2-3	Rare or no comments	50-60
3-4	Frequent contributions; well considered comments	50-60

3-4	Infrequent contributions or ill-considered comments	40-50
3-4	Rare or no comments	30-40
More than 4		30

Attendance Policy:

Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

Excuses: I'm sure there will be multiple reasons why you might be absent this semester, such as illness or an official trip or activity authorized by the college.

- Don't bother to try lame ones. I've heard most of them and have used some of them myself. You may be eligible for "makeup work" if there is documentation to prove you have an excused absence. Only deaths of immediate family members (parents, grandparents, siblings – ONLY), or your own, may be considered for an excused absence in that category. Of course, you will need to provide proof (such as the obituary notice). If you are ill, please offer a medical note as documentation. Students who are enrolled in at least 6 hours of classes may visit the Health & Wellness Center for medical care free of charge. Student athletes or those participating in other college-sponsored activities that require an absence, will be excused, with prior notice to me and appropriate documentation.

Missed Work: Please do **NOT** assume that I will contact you to tell you about missed work. Assume there could be multiple classwork assignments each day of class. You may or may not be eligible for "makeup" work depending on the length of your absence, the reason for your absence, whether you have supporting documentation to prove why you missed class, and what assignment it was that you missed. Some group assignments cannot be made up.

Tardiness Policy:

I enforce a 5-minute tardiness rule for my face-to-face classes. I use the clock in the classroom or on my computer to check the time. You may come to class **up to** 5 minutes late. That's the cutoff. If you arrive **after** that 5-minute window, you'll be given one warning. After that one time, any time you arrive late to class past the 5-minute window, you'll be asked to leave.

It will be an unexcused absence. I may or may not have taken attendance already if you arrive 5 minutes late. It's up to you to make sure you are marked present.

Withdrawal Policy: The last day to withdraw/drop with a grade of "W" is April 30. It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course averages will be updated frequently, and guidance will be provided throughout the term to help students decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit **https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php**.

Instructors Expectations of the Student

- You will be expected to log into the Blackboard course **daily** to be aware of possible announcements/reminders and check your progress in the course.
- Higher institutions recommend that students plan to spend 2 hours of outside study for every 1 hour of in class time. So for this 3 credit-hour course, expect to spend 6 hours outside of class per week working on assignments.

Deadlines- ALL projects will have deadlines. You need to get used to deadlines that exist in the working world. Late assignments may or may not be accepted depending on the assignment and the reasons for missing the deadlines.

Lost/Corrupt/Disappeared Files

You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of failure (e.g., Blackboard server crash or virus infection, student's own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, I will request you to resubmit the files. In other words, if you submit a document to me, and I do not receive it or I can't open it, you need to resend it to me, corrected, with little or no "downtime" in regard to the timeline for submission.

Intellectual exchange, disabilities, non-discrimination, Title IX Pregnancy Accommodations, CARE Team, and Campus Concealed Carry, COVID 19, AI statements, and a new Digital ID/photo requirement!!!!:
For information regarding official South Plains College statements, please visit:
https://www.southplainscollege.edu/syllabusstatements/

Academic Integrity

It is the aim of the faculty of South Plains College to foster a spirit of complete honesty and a high standard of integrity. The attempt of any student to present as his or her own any work which he or she has not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offender liable to serious consequences, possibly suspension.

Each student is expected to abide by absolute honesty. Infractions will result in penalties subject to an assignment of a grade of "F" for the course or expulsion from the college. Students should also regard civility online as a requirement to remain on the roll in class.

As future professionals, you are to communicate with each other in a professional and civil manner. Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor not student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

Cheating: Dishonesty of any kind on examinations or on written assignments, illegal possession of examinations, the use of unauthorized notes during an examination, obtaining information during an examination from the textbook or from the examination paper of another student, assisting others to cheat, alteration of grade records, illegal entry or unauthorized presence in an office are examples of cheating. Complete honesty is required of the student in the presentation of any and all phases of course work. This applies to quizzes of whatever length, as well as to final examinations, to daily reports and to term papers.

Plagiarism: Offering the work of another as one's own, without proper acknowledgment, is plagiarism; therefore, any student who fails to give credit for quotations or essentially identical expression of material taken from books, encyclopedias, magazines and other reference works, or from the themes, reports or

other writings of fellow student, is guilty of plagiarism.

Purpose of ChatGPT and other AI:
Chat GPT is an advance language model designed to provide assistance and engage in meaningful conversations. It is intended to supplement learning, stimulate critical thinking, and enhance academic discourse. However, its use comes with certain responsibilities

- Academic Integrity
  Using ChatGPT to generate academic work, including essays, reports, or assignments, without proper attribution is a violation of academic integrity policies.
- Collaboration and Consultation
  While ChatGPT can be a valuable resource, it is essential to strike a balance between seeking assistance and maintaining personal responsibility. Collaboration with peers, consulting instructors, and utilizing other approved learning resources should be prioritized. Overreliance on ChatGPT as a tool for brainstorming or research is allowed but the writing should be the student's own work and thoughts.
- Ethical Use and Bias Awareness
  ChatGPT is trained on large amounts of data from the Internet, which may include biased or inaccurate information. Be mindful of the potential for bias and critically evaluate the responses provided by ChatGPT. Students must verify information from reliable sources, question any potential biases, and ensure that the information and sources used in the paper are neutral.
- Compliance with South Plains College policies
  Misusing or violating the guidelines outlined in this syllabus warning may result in disciplinary action, including academic penalties.

  Remember, ChatGPT is a tool to support your learning, but it cannot replace the critical thinking, creativity, and independent work that are integral to your academic growth.